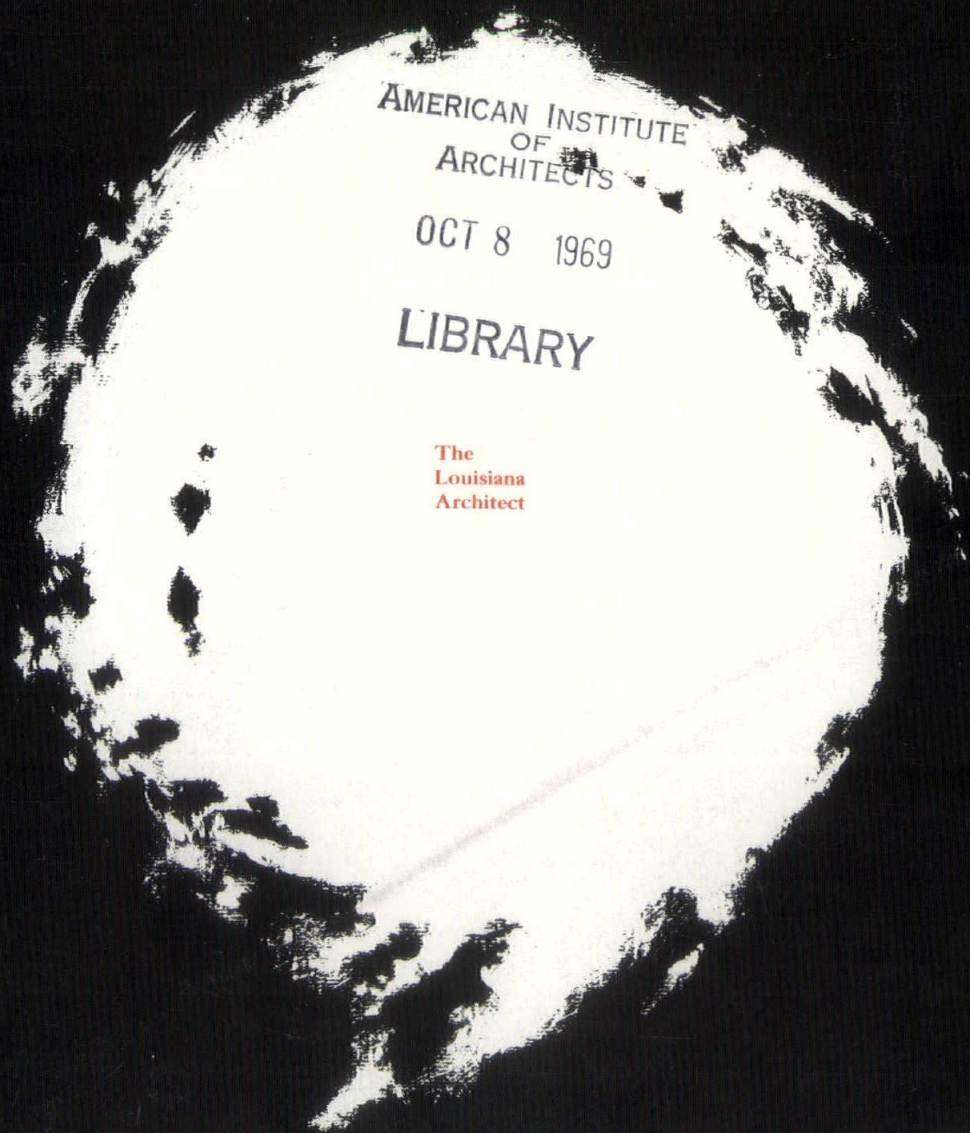
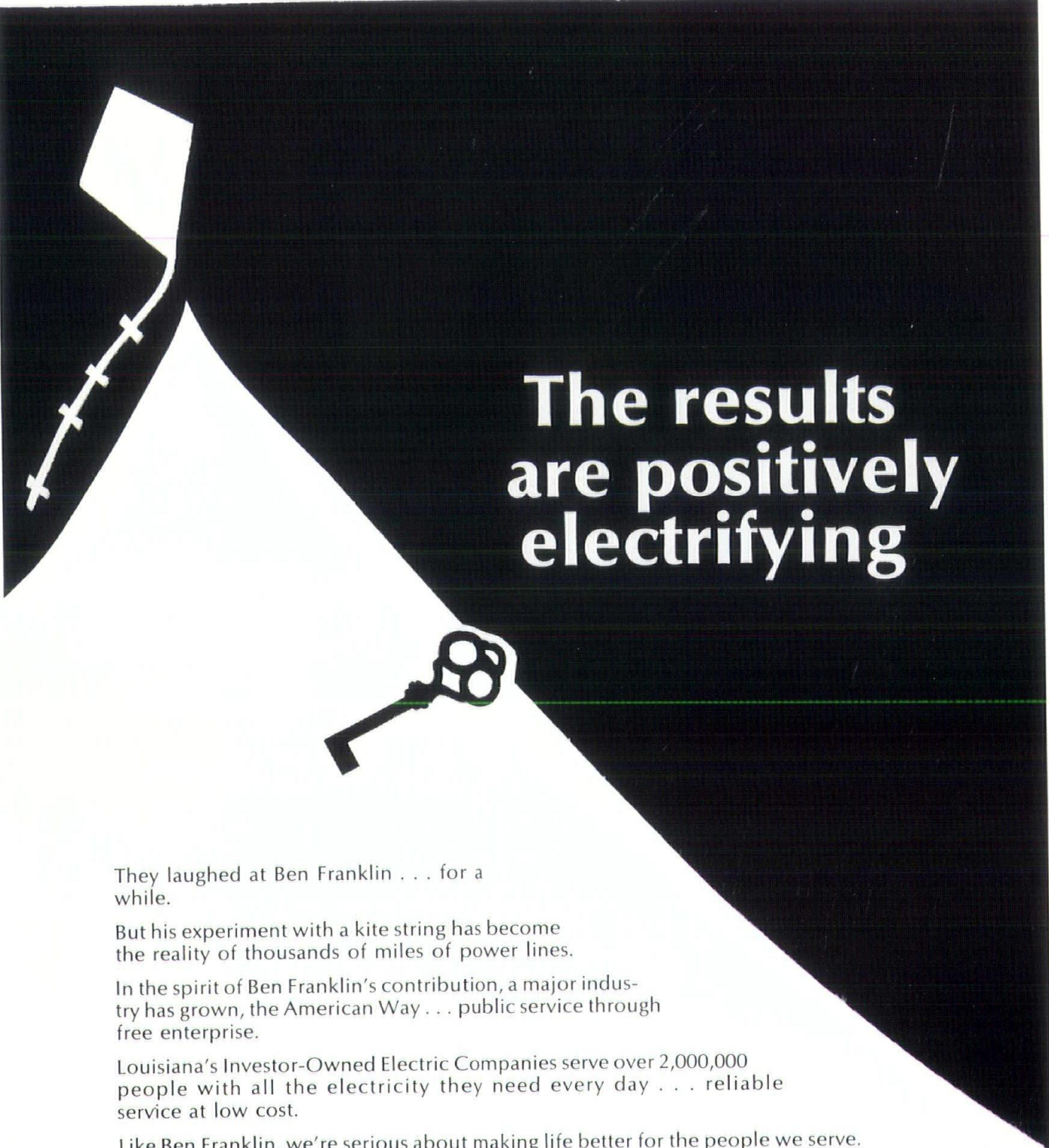


September, 1969



HURRICANES AND EARTHQUAKES





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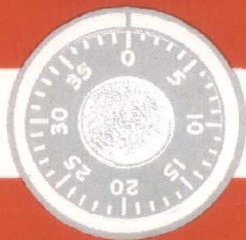
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# Editorial

## Urban Design and Development Corporation

ESTABLISHED BY THE AMERICAN INSTITUTE OF ARCHITECTS

*A half-century ago, the Bauhaus School of Design was founded by Walter Gropius "to show how a multitude of individuals, willing to work concertedly but without losing their identity, could evolve a kinship of expression in their response to the challenges of the day. Its aim was to give a basic demonstration of how to maintain unity in diversity, and it did this with the materials, techniques, and form concepts germane to its time."*

Architects today, challenged by dynamic social and economic forces, are still searching for ways to meet the unprecedented demand for effective new solutions to urban and environmental problems. To stimulate increased participation by the architectural profession, the American Institute of Architects created in 1969 an independent, action-oriented, nonprofit organization, the Urban Design and Development Corporation.

The Corporation is committed to the investigation and development of an environment that is compassionate and sympathetic to man and the new architecture for that environment which is concerned with the human and social consequences of physical design.

The architect's unique capabilities, from his broad knowledge of building technology, to his awareness of individual needs, must be used to create humane places for life, work and play.

Because the urban context has grown increasingly complex politically, economically and socially, new methods are being investigated to create a framework within which the design professions can participate effectively, for the quality and scale of solutions must be formidable and the public as well as the private interest must be served. Therefore, a primary function of the Urban Design and Development Corporation is the examination of the processes which impede development and the creation of multi-structured clients through which major projects can be conceived, designed, financed and built. Acting as a catalyst, the Corporation is seeking to create new opportunities for the architect to actively engage in finding solutions to the urgent urban and environmental problems of today.

Through direct participation in projects involving the revitalization of the center city, transportation as the skeleton of urban form and function, and the new community as the extension of the existing urban complex, the Corporation is working to promote reconciliation of the present division between physical and human renewal. In its long-term program, however, the Corporation is concerned with the total problem of achieving the "humane" environment, whether it be urban or rural, suburban or inner city.

The American Institute of Architects has pledged to the corporation the support of its Headquarters staff and more than 160 local chapters with over 23,000 architect members. The Institute looks to the Urban Design and Development Corporation to establish dialogues and close working relationships with the academic community, business corporations, government and private organizations and professional societies.

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This carefully planned structure, one of the most modern and efficient meeting facilities in the nation, has been designed to handle virtually any type or size of exhibition, trade show or convention. Accommodations for meetings are flexible enough to comfortably seat more than 17,500 persons, or as few as 115. The Rivergate provides up to 132,500 square feet of column-free, usable floor area for exhibits, which is one of the largest exhibit floors in the nation. It is completely air-conditioned.

The Rivergate has underground parking facilities, is near railway and bus stations, and is only a short ride via expressway to New Orleans International Airport (Moisant).

The size, versatility and beauty of The Rivergate combined with the charm, good food and distinct personality of New Orleans makes this city a competitor for convention dollars in an international market.

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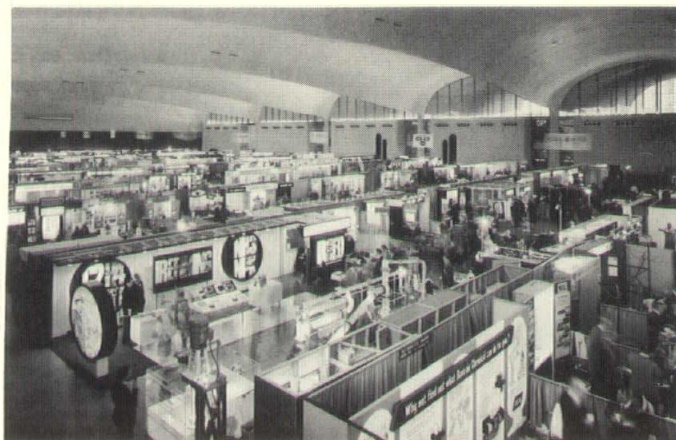
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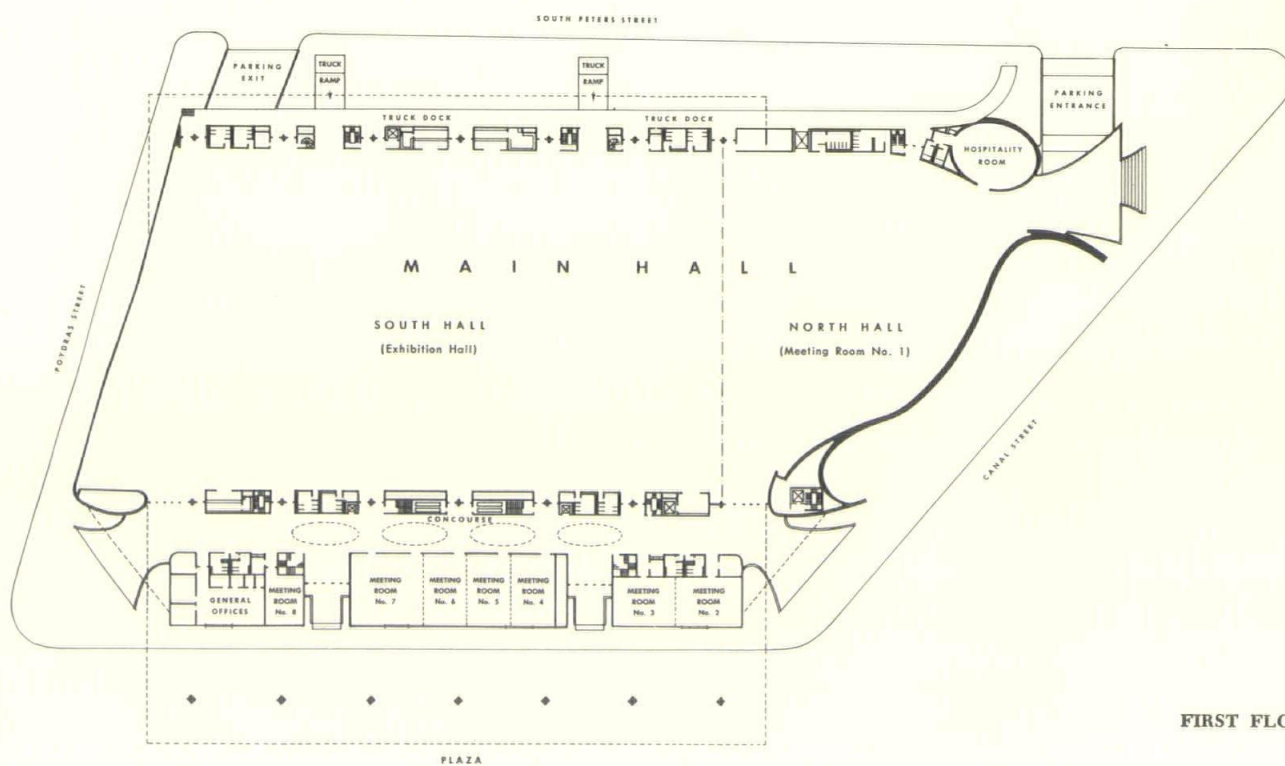
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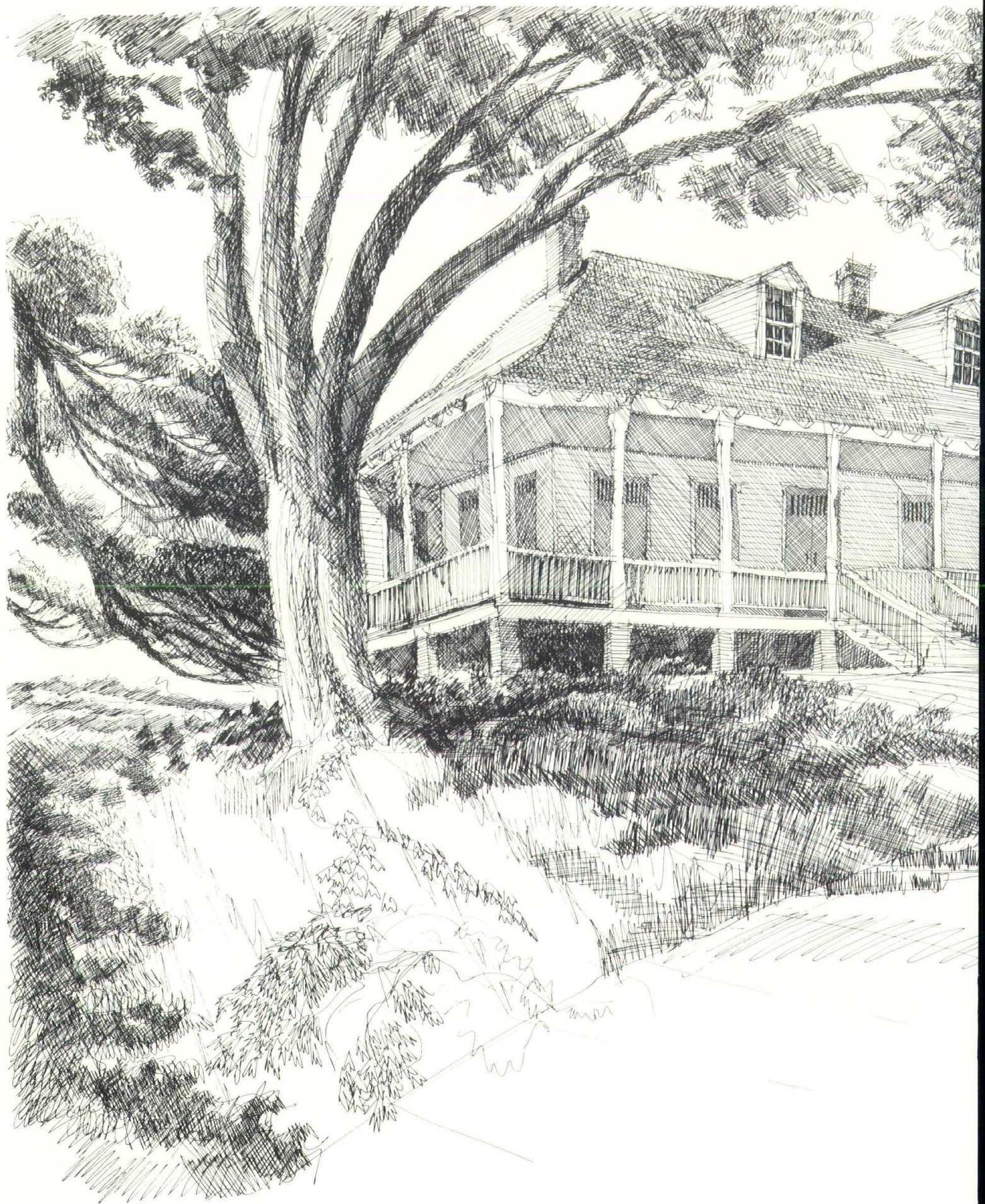


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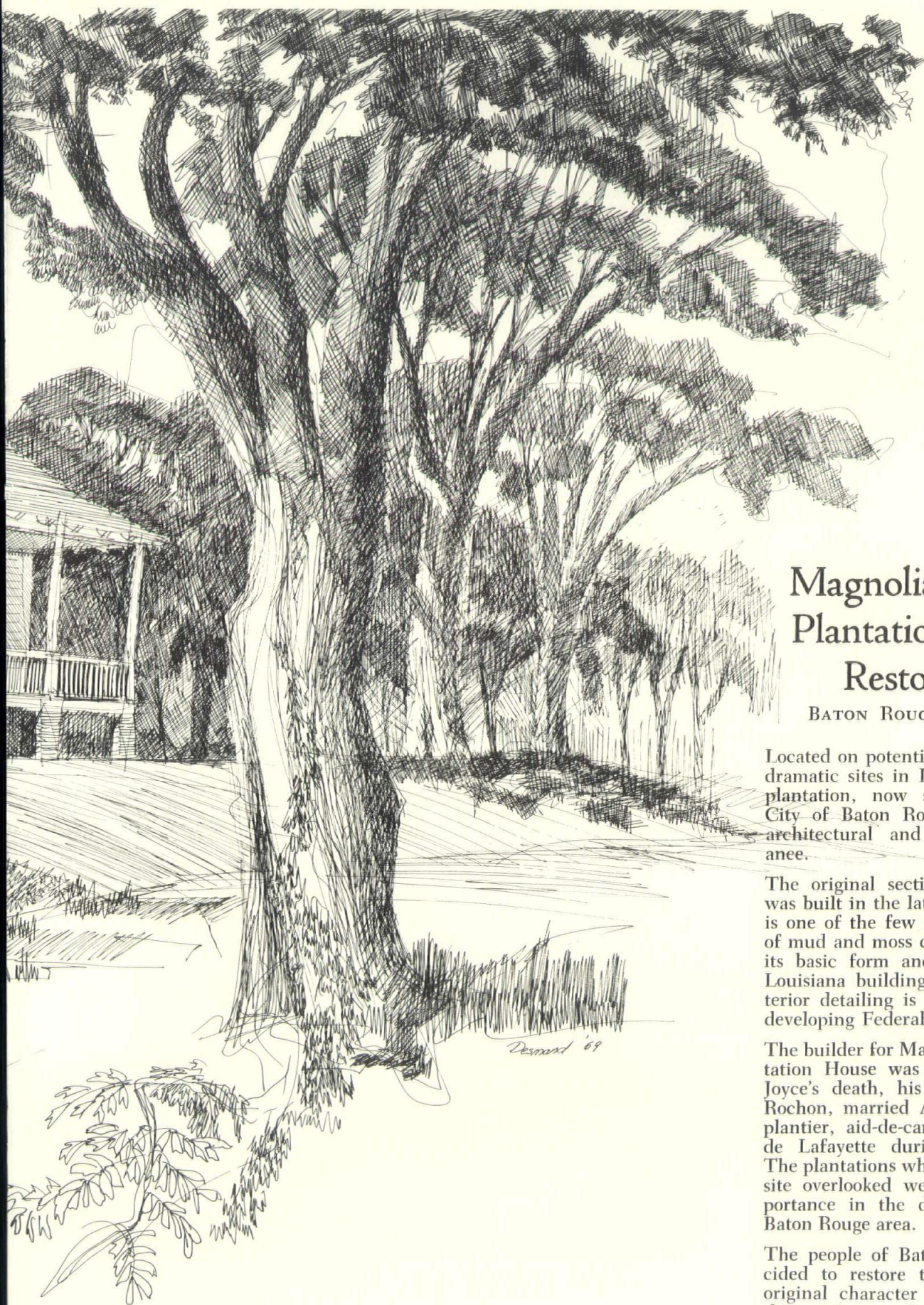


FIRST FLOOR PLAN









## Magnolia Mound Plantation House Restoration

BATON ROUGE, LOUISIANA

Located on potentially one of the most dramatic sites in Louisiana, this early plantation, now surrounded by the City of Baton Rouge, has important architectural and historical significance.


The original section of the building was built in the late 18th century and is one of the few remaining examples of mud and moss construction. While its basic form and plan typify early Louisiana building techniques, its interior detailing is more a part of the developing Federal period in America.

The builder for Magnolia Mound Plantation House was John Joyce. After Joyce's death, his widow, Constance Rochon, married Armond Allard Duplantier, aid-de-camp to the Marquis de Lafayette during the revolution. The plantations which this magnificent site overlooked were of foremost importance in the development of the Baton Rouge area.

The people of Baton Rouge have decided to restore this building to its original character and are beginning this project under the guidance of Foundation for Historical Louisiana.

JOHN DESMOND, FAIA





# HURRICANES AND EARTHQUAKES

By WILLIAM BROCKWAY  
*AIA Architect*

"Everybody talks about the weather, but nobody does anything about it." — Mark Twain

The wholesale disaster visited upon our sister communities along the Gulf Coast by Hurricane Camille has evoked reactions of compassion and selfless giving from millions of people all over the United States, as perhaps no other event has in recent history. We in Baton Rouge experienced a particularly poignant brand of anxiety, because most of us are familiar with the area hardest hit, some of us with friends and relatives there, and also because of the knowledge that it could just as easily have happened to us. The spontaneous giving of thousands of dollars worth of food, clothing and relief funds to the stricken has been a measure of our community's desire to do something about it.

## NEXT YEAR?

But what about next year? Or the year after? Is this really all that can be done about such natural disasters, reaction after the fact? Let me tell you of a similar happening. This one in California, some 37 years ago.

Until that time, earthquakes in California were viewed by the citizens of that state in very much the same way that we consider our hurricanes. They were acts of God, which nobody could do very much about (or thought they could). They occurred at unpredictable intervals, with unpredictable and varying results. Sometimes they happened to you. Sometimes to the other fellow. Engineers and architects knew how to design buildings to resist lateral forces (that is what an earthquake or a hurricane is), but nobody had ever really tried to work out a way of applying this knowledge to the problem of resisting seismic forces, specifically.

Until one day in 1932, about 4 o'clock in the afternoon, when a massive tremor hit the city of Long Beach, California, destroying more than half the buildings in that city and almost

all of the school buildings. The Red Cross and other charitable organizations went into action. Neighboring communities replied splendidly to the call for food and clothing. Generally, the reaction was very similar to the public response following Camille. Then, somebody remembered the destroyed school houses and public sympathy turned to cold horror with the realization that, had the tremor struck 30 minutes earlier, it could very well have killed every school age child in the city.

## PUBLIC OUTCRY

Immediately, a public outcry arose, demanding public buildings that would withstand seismic shocks. A whole series of bills were introduced in the legislature, the Riley Act, the Field Act, Title 21 of the California Administrative Code, all with the same purpose, to insure by law that all public buildings be required to withstand certain limits of horizontal force.

At first, the engineering knowledge of how much force a building should be required to withstand was very meager. So, arbitrary limits were set. In each subsequent earthquake, the state and the communities sent survey teams of architects and engineers to the sites to determine how well buildings of differing construction types had withstood shocks of known intensities. Gradually, a considerable body of empirical knowledge in earthquake design was acquired and existing laws brought up to date. This work is continuing today, as new earthquakes shed more light on the subject.

The culmination of all this effort came with the inclusion of earthquake design standards in the Uniform Building Code, which is the governing construction ordinance in at least seven western states and has been adopted by the National Council of Architectural Registration Boards as the basis

(Continued on Page 14)





### THEME

Psychoanalysis	1947
Circus	1948
Streets of New Orleans	1949
Le Jazz Hot	1950
Gourmet	1951
Les Jours de Fete	1952
Les Superstitions	1953
Musee D'Art	1954
Les Chansons	1955
Les Advertisements	1956
Le Cinema	1957
French Quarter	1958
Macabre	1959
L'Espirít Des Iles	1960
Famous or Infamous	1961
Literature and Less	1962
Customs & Traditions	1963
Famous Firsts	1964
La Mer	1965
Happiness Is:	1966
Decibilia	1967
N. O. Past, Present, Future	1968



At this the 23rd annual Beaux Arts Ball of the New Orleans Chapter, AIA, the name of the game is GAMES. Each year since May 21, 1947 when 17 little ladies of the New Orleans AIA Women's Auxiliary planned the first Beaux Arts Ball a new theme from life has been depicted by imaginative groups of architects, architectural students, their wives and girl friends and each year this benefit affair seems bigger and better. So far 22 fourth year architectural students at Tulane here received travel scholarships which have increased in size from \$500 to \$750 to \$1,000 as the success of the ball improves.

The traditional Travel Scholarship this year will have a new name and a new look. The award shall now be known as *The Research Fellowship of The Women's Auxiliary — New Orleans Chapter, American Institute of Architects*. Its administration will be a little different with respect to selection of the recipient. The winner will be selected on the basis of a proposal for the use of the Fellowship grant. This proposal will include a statement indicating what the student wishes to accomplish and why, the value to him as well as to the environmental professions of the proposed undertaking, and his suitability for the research he proposes. The proposal shall also address itself to original or interpretive investigations of significance with scholarly competence as the objective.

# GAMES-1969 BEAUX ARTS BALL

Royal Orleans Hotel 9pm October 4



## The George A. Saunders Home

METAIRIE, LOUISIANA

What the architect did in this residence was create an exterior environment inside the house by having gardens of live growing plants, rocks, and sand, and also an entrance and rear garden immediately outside the glazed areas. All the bedrooms have open walls above so that each one overlooks a garden below. It is a very livable house, much different than one ordinarily finds, with space flowing from one area to another without the usual confinement.

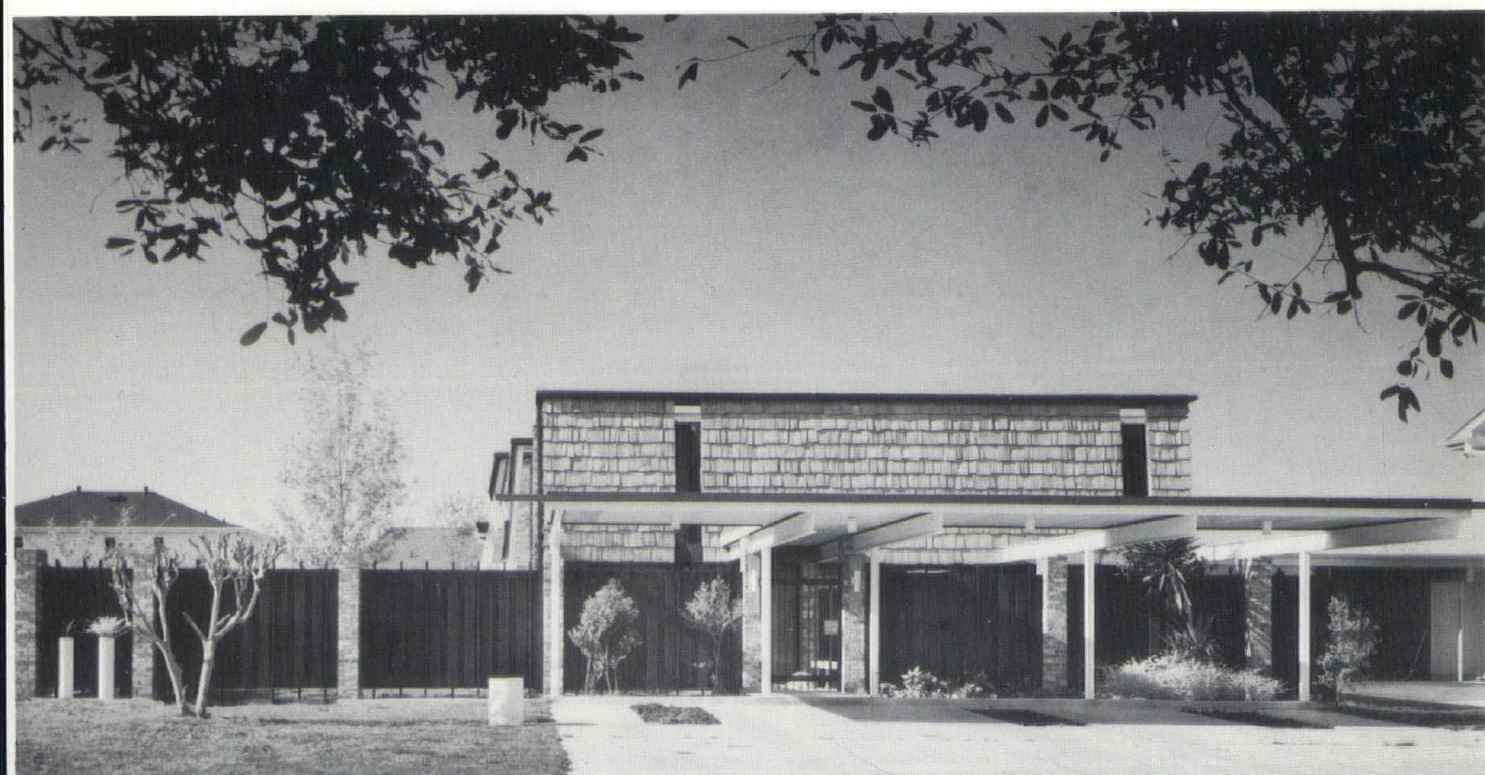
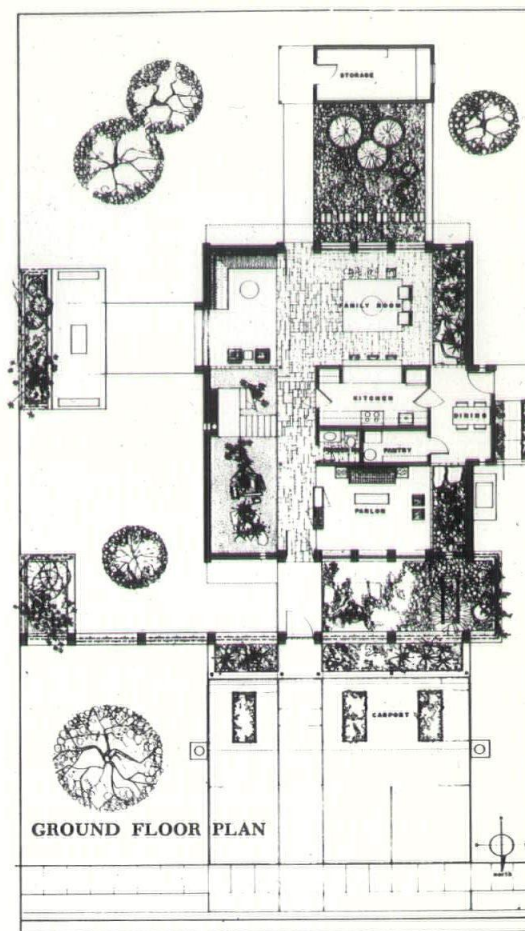
The Owner being Architect-Owner with a hand more free than ever before, decided to put into use some of his ideas that had been going through his thoughts for years. We attempted to develop a controlled environment area in which the planting and spaciousness along with the natural materials, worked to our aesthetic sense, both inside and out, day and night. The inside is lighted during the daylight hours by the use of natural lighting through skylites, evening lighting is done with conventional lamps supplemented with garden lighting and candles bracketed onto the brick walls. The plan is a typical tight plan with all utilities

pulled into a simple plumbing stack, plenty of closet space, maintenance free materials. The entire house is centrally heated and cooled, with the majority of the glass in the house fixed. Only sliding glass doors exist on the east side, and jalousies on the west side.

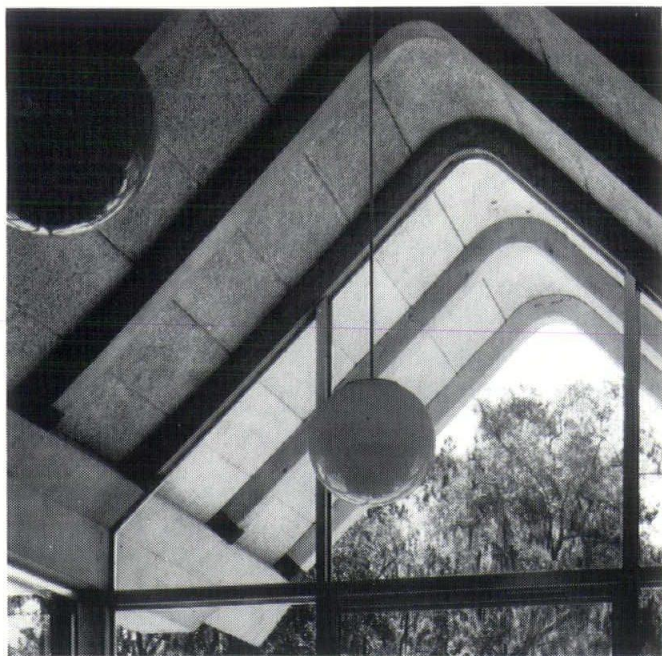
On the exterior the entire area is enclosed with shrubs or fence on all property lines, pebble gardens exist in the front and rear yard areas. The exterior materials are brick, cedar shakes, and rough sawn cedar with trim kept to a minimum. The cedar shakes have been allowed to acquire their natural color and the rough cedar has been stained.











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## **Hurricanes and Earthquakes**

(Continued)

throughout the country for architectural licensing. As a result, no building, public or otherwise, can be built anywhere within the jurisdiction of this code which cannot reasonably be expected to survive an earthquake of severe intensity.

Could not the same thing be done with respect to hurricanes? I think so.

### **SIMILARITIES**

Of course there are differences between earthquakes and hurricanes, but the similarities outstrip the differences in any sort of critical evaluation. Hurricanes are unpredictable as to time and place, so are earthquakes. Hurricanes vary in intensity, so do earthquakes. Nobody knows how much lateral force to design for. This was true of earthquakes before 1932. Is it practical to require all buildings to withstand forces equal to the most severe hurricanes on record? Nobody knows, but with estimates of damage varying from 500 million dollars to 1 billion dollars and 200 to 500 lives lost in one hurricane alone, perhaps this is just what we should do. Aren't existing building code requirements sufficient? Apparently not.

How can such building requirements be developed? I should think in just the same way that the earthquake laws were developed in California. A good first step would be for the states of the hurricane belt, Texas, Louisiana, Mississippi, Alabama and Florida, to form an interstate commission of architects, structural engineers, meteorologists and perhaps a lawyer or two, to study the feasibility of and investigate ways to require by law a minimum construction standard for all buildings to resist structural collapse as a result of hurricane winds and waves.

### **THEORETICAL**

It is probable that, in the beginning, the findings of such a commission would be highly theoretical. But, as time goes on and more hurricanes occur, the original criteria would be updated. Probably the biggest area of study would be in the analysis of why certain buildings stood and others didn't. Why did the 100 year old home of Jefferson Davis remain standing, for instance, when hundreds of newer concrete and steel structures collapsed? There is a tremendous amount of information available to us now in Gulfport and Biloxi. These buildings need to be studied at this time, before the demolition crews remove all the evidence.

Can it be done? It has been done, in California. It has to be done in this part of the world, unless we are willing to continue sacrificing millions of dollars in property damage and hundreds of lives on the altar of complacency.

Who knows, if we keep trying, we might make old Mark Twain out a liar, yet.



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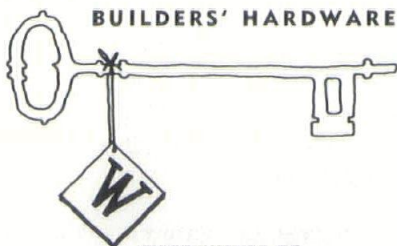
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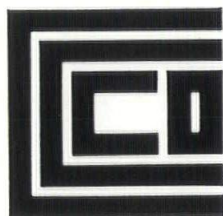
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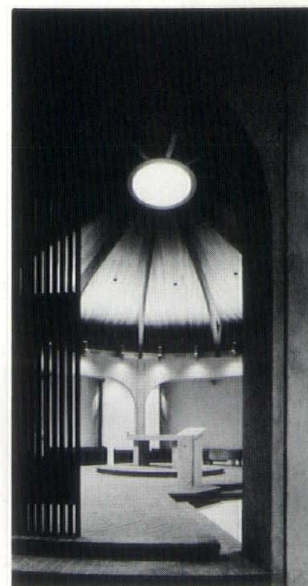


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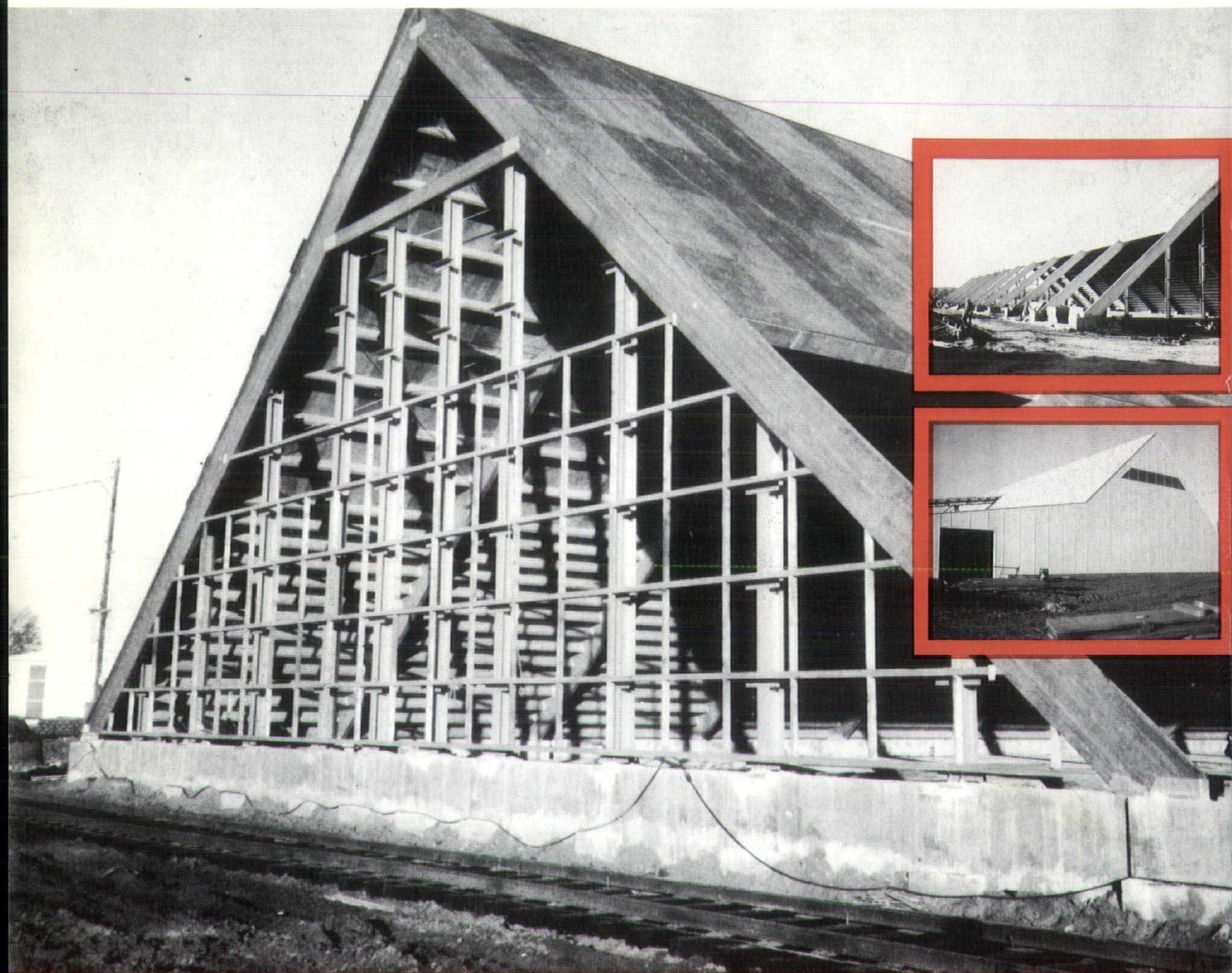
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